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## Rob Gronkowski Named as Official EA SPORTS Madden NFL 17 Cover Athlete

[New Video](#) Showcases First Look at Game

REDWOOD CITY, Calif.--(BUSINESS WIRE)-- Today [Electronic Arts Inc.](#) (NASDAQ:EA) officially unveiled the *Madden NFL 17* cover art, featuring New England Patriots Tight End Rob Gronkowski. EA and ESPN jointly revealed the cover live during the 6pm ET/3pm PT edition of SportsCenter, alongside a [video](#) debuting this year's game. In *Madden NFL 17*, players on Xbox One and PlayStation®4 can take their team all the way with new gameplay features that elevate the ground game, arming teams for success on both sides of the ball.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20160512006646/en/>



"It's great to finally be able to share with the world that Gronk will be joining our cover fraternity," said Josh Rabenovets, Senior Director of Global Marketing at EA SPORTS. "He's one of the most fun, dominant and exciting players in the league, and it's awesome to feature the famed Gronk Spike on the *Madden NFL 17* cover."

Gronkowski is one of the most decorated tight ends in the NFL, holding the season record for most touchdowns by a tight end in a season, as well as a four-time Pro Bowler and a Super Bowl Champion. He's widely regarded as one of the most physically dominant players in the league, and was the highest-rated tight end in *Madden NFL 16*.

"It's a really special honor to appear on the cover of *Madden NFL 17*," said Gronkowski. "It's one of those things that pretty much every guy in the league secretly dreams of, so to actually be the one on the cover, it's a really big deal."

EA also released a *Madden NFL 17* video today showcasing Gronkowski and the first of several new features for next-gen consoles in this year's game. Fans can check out the *Madden NFL 17* website to learn more about improvements to the ground game, including a new path assist feature, new defensive AI and expansion of ball carrier special moves, which give players new creative controls on the ground, all of which are featured on the Xbox One and PlayStation®4 versions of the game.

Rob Gronkowski Named as Official EA SPORTS Madden NFL 17 Cover Athlete. (Photo: Business Wire)

[EA Access](#)\* members can try *Madden NFL 17* before it's released for a limited time as part of a Play First Trial, only on Xbox One.

*Madden NFL 17* is developed in Orlando, Florida by EA Tiburon and will be available for Xbox One, Xbox 360®, PlayStation®4 and PlayStation®3 on August 23. To learn more about *Madden NFL 17*, visit

<http://www.easports.com/madden-nfl>.

All player participation has been facilitated by NFL Players Inc., the licensing and marketing subsidiary of the NFL Players Association (NFLPA).

EA SPORTS™ is one of the leading sports entertainment brands in the world, with top-selling videogame franchises, award-winning interactive technology, fan programs and cross-platform digital experiences. EA SPORTS creates connected experiences that ignite the emotion of sports through videogames, including *Madden NFL* football, *EA SPORTS™ FIFA*, *NHL®* hockey, *NBA LIVE* basketball, *Rory McIlroy PGA TOUR®* golf, *SSX™* and *EA SPORTS UFC®*.

For more information about EA SPORTS, including news, video, blogs, forums and game apps, please visit [www.easports.com](http://www.easports.com) to connect, share and compete.

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### **About Electronic Arts**

Electronic Arts (NASDAQ:EA) is a global leader in digital interactive entertainment. The Company delivers games, content and online services for Internet-connected consoles, personal computers, mobile phones and tablets. EA has more than 300 million registered players around the world.

In fiscal year 2016, EA posted GAAP net revenue of \$4.4 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality blockbuster brands such as *The Sims™*, *Madden NFL*, *EA SPORTS™ FIFA*, *Battlefield™*, *Dragon Age™* and *Plants vs. Zombies™*. More information about EA is available at [www.ea.com/news](http://www.ea.com/news).

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